

Mass Communication: Living in a Media World, Sixth Edition

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Transform your students into smart, savvy consumers of the media.

Mass Communication: Living in a Media World

(Ralph E. Hanson) provides students with comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis, robust pedagogy, and fun, conversational writing. In every chapter of this bestselling text, students will explore the latest developments and current events that are rapidly changing the media landscape. This newly revised

Sixth Edition

is packed with contemporary examples, engaging infographics, and compelling stories about the ways mass media shape our lives. From start to finish, students will learn the media literacy principles and critical thinking skills they need to become savvy media consumers.

Ralph E. Hanson

is a professor in the communication department at the University of Nebraska at Kearney, where he teaches courses in writing, blogging, reporting, and mass communication. Previously, he was on the faculty at West Virginia University and Northern Arizona University. He has been teaching introduction to mass communication at least 20 years, and he has worked extensively on developing online courses and degree programs. Hanson has a bachelor's degree in journalism and anthropology from Iowa State University, a master's degree in journalism from Iowa State, and a doctorate in sociology from Arizona State University. He is currently working on research about the connection between sports boycotts and civil rights legislation. When Ralph is not out on his motorcycle riding to places a long ways from Nebraska, he is blogging on mass communication issues at <http://ralpnehanson.com>. He tweets as @ralpnehanson.

"We've been using it in our survey course for years and - stunner! - students love it! Well written and engaging, and the author is very good about Skyping in to chat with the class."

-- Brian Steffen

"...it encourages constant engagement and critical thinking. Not to mention, the examples are extremely current for our students."

-- Christina C. Smith

"Ralph's updates are real updates, the blog he puts together makes it even more current, the students like it, and it's perfect for an online course."

-- Ginny Whitehouse

Other Books

Media Events. Constituting a new television genre, live broadcasts of "historic" events have become world rituals which, according to Daniel Dayan and Elihu Katz, have the potential for transforming societies even as they transfix viewers around the globe. Analyzing such public spectacles as the Olympic games, the wedding of Prince Charles and Lady Diana, John F. Kennedy's funeral, the moon landing, and Pope John II's visits to Poland, they offer an ethnography of how media events are scripted, negotiated, performed, celebrated, shamanized, and reviewed.

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